

Keep it Basic

- New POS supports new national ad campaign
- Replaces old, non-promotional POS (white background) in all stores.
- Order now! Kits are on open order at PMExpress.
- Pack kit items will be force-shipped in November 1997.

Pack Display Kit (Kit #52304)



PACK DISPLAY HEADER - 1/Kit
13 1/4"W x 4 1/4"H

PACK DISPLAY STRIP - 3/Kit
23"W x 1 3/4"H



12" STARBURST - 2/Kit

Keep it Basic

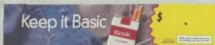


POSTER - 1/Kit
11 3/4"W x 18"H

Carton Merchandiser Kit (Kit #52307)



150-CARTON DISPLAY HEADER - 1/Kit
21 1/8"W x 9 1/4"H



CF HEADER - 1/Kit
24 3/8"W x 4 1/4"H



SYSTEM 2000 HEADER - 1/Kit
23 3/8"W x 7 1/4"H



VISION 2000 BACK-LIT HEADER - 1/Kit
24 3/4"W x 8"H

Banner Kit (Kit #52306)



BANNER - 1/Kit
6"W x 4"H

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